2024 AIR National Survey of Institutional Research Offices

Longitudinal Survey Data Report



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Response Rates

The 2024 AIR National Survey targeted leaders of Institutional Research and Effectiveness (IR/IE) offices at 1,676 U.S. postsecondary, degree-granting institutions across all sectors, control types, and sizes. A total of 633 institutions submitted responses. To ensure comparability and data quality, this report excludes incomplete responses as well as those from for-profit institutions, administrative units, international institutions, private not-for-profit 2-year institutions, and institutions located in U.S. territories due to low response rates in these categories.

The findings presented in this report are based on 552 complete or semi-complete responses from U.S. degree-granting institutions, including 183 public 4-year institutions, 118 public 2-year institutions, and 251 private not-for-profit 4-year institutions.

Longitudinal Comparisons

All Institutions (2024 vs. 2021): Compares aggregated results from all 520 institutions that participated in the 2021 AIR National Survey with results from all 552 institutions that completed the 2024 survey. The institutions included may differ between survey years.

Common Institutions (2024 vs. 2021): Compares aggregated results from the 253 institutions that participated in both the 2021 and 2024 AIR National Surveys, allowing changes to be examined among the same institutions over time.

Note: Blank cells in the 2021 columns indicate that the question, or answer option, was not included in the 2021 survey.

Report Structure

This report has five sections:
Section 1: Data and Analytics Offices
Section 2: Office Structure and Leadership
Section 3: Staffing the Office
Section 4: Work Output and Stakeholders
Section 5: Data Environment

Note: To protect the confidentiality of institutional responses, results will not be reported for any question with fewer than five responding institutions.

To learn more about the AIR National Survey of IR Offices, please visit www.airweb.org/NationalSurvey

Section 1: Data and Analytics Offices

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Which best describes the IR/IE function at your institution?				
Number of respondents	*552*		*253*	
There is a single office at my institution that provides IR/IE work.	82%		85%	
There are multiple offices at my institution that provide IR and IE work.	13%		12%	
IR/IE function resides within another unit(s).	5%		4%	
At your institution, are there data and analytics professionals within some/all administrative units?				
Number of respondents	*550*		*251*	
Yes	48%		50%	
No	49%		46%	
I don't know	3%		4%	
Which best represents the relationship between those analysts and the IR/IE Office?				
Number of respondents	*265*		*126*	
Analysts report directly to the IR/IE Office (direct-report relationship).	2%		2%	
Analysts report to administrative units, but IR/IE helps supervise work (dotted-line).	5%		6%	
Collaborative relationship with IR/IE Office only; no reporting relationship.	69%		66%	
There is no relationship between analysts and the IR/IE Office.	6%		10%	
The relationship depends on the administrative unit.	16%		17%	
Other	1%		0%	
What is the approximate staff FTE of these analysts working within administrative units?				
Number of respondents	*226*		*109*	
1 FTE or less	23%		22%	
2 to 5 FTE	52%		54%	
6 to 10 FTE	14%		15%	
11 to 15 FTE	4%		4%	
16 to 20 FTE	1%		0%	
21 to 30 FTE	2%		2%	
More than 30 FTE	4%		4%	

	All Institutions		Common Institutions	
	2024	2021	2024	2021
At your institution, are there data and analytics professionals within some/all academic colleges/schools?				
Number of respondents	*550*		*252*	
Yes	23%		21%	
No	70%		70%	
I don't know	7%		8%	
Which best represents the relationship between those analysts and the IR/IE Office?				
Number of respondents	*124*		*55*	
Analysts report directly to the IR/IE Office (direct-report relationship).	3%		2%	
Analysts report to academic schools, but IR/IE helps supervise (dotted-line relationship).	2%		2%	
Collaborative relationship with IR/IE Office only; no reporting relationship.	69%		69%	
There is no relationship between analysts and the IR/IE Office.	9%		11%	
The relationship depends on the academic college/school.	15%		15%	
Other	2%		2%	
What is the approximate staff FTE of these analysts working within academic colleges/schools?				
Number of respondents	*100*		*43*	
1 FTE or less	26%		28%	
2 to 5 FTE	49%		51%	
6 to 10 FTE	15%		9%	
11 to 15 FTE	6%		7%	
16 to 20 FTE	0%			
21 to 30 FTE	1%		2%	
More than 30 FTE	3%		2%	

Section 2: Office Structure and Leadership

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Which best describes the organizational structure of your Office?				
Number of respondents	*448*		*211*	
One person/team under the leadership of a person with a Director-level position, or higher.	87%		90%	
Multiple teams/units, each led by a Director-level (or higher), operating within the Office.	13%		10%	
Other	0%		0%	
Average Hours Worked/Week: Office Leader				
Number of respondents	*443*	*490*	*219*	*242*
Average Hours Worked/Week	43.6	42.9	43.3	42.7
Average Annual Salary/Wage: Office Leader				
Number of respondents	*401*	*468*	*206*	*235*
Average Salary/Wage	$ 113,746	$ 99,180	$ 113,366	$ 100,444
Salary/Wage Aligned with Experience, Education, Work Effort: Office Leader				
Number of respondents	*480*		*232*	
Yes	70%		68%	
No	30%		32%	
Salary/Wage Aligned with Experience, Education, Work Effort: Office Leader				
Number of respondents	*490*	*512*	*237*	*248*
Number of Years: Working in higher education	20.1	19.0	20.2	19.0
Number of Years: Working in the field of IR/IE (either at your current institution or not)	13.8	12.0	13.5	12.5
Number of Years: Working at your current institution (either in your current position or not)	11.7	11.5	11.9	11.4
Number of Years: Leading the Office at your current institution	6.7	6.5	7.0	6.8
Highest Degree Earned: Office Leader				
Number of respondents	*492*	*520*	*237*	*253*
Baccalaureate degree or lower	6%	8%	5%	6%
Master's degree/Specialist (M.A., M.S., Ed.S.)	47%	47%	49%	49%
Doctoral degree, including professional practice doctorates (e.g., Ph.D., Ed.D., M.D., J.D.)	47%	44%	46%	45%

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Age: Officer Leader				
Number of respondents	*489*	*520*	*236*	*254*
Less than 30 years old	1%	1%	1%	0%
30 to 39 years old	14%	18%	13%	18%
40 to 49 years old	31%	28%	30%	33%
50 to 59 years old	40%	36%	41%	33%
60 to 69 years old	13%	15%	13%	13%
70 years old or older	1%	1%	2%	1%
Office Leader: Gender identity				
Number of respondents	*488*	*520*	*236*	*254*
Woman	62%	54%	59%	55%
Man	36%	44%	39%	43%
Another gender	0%	0%	0%	0%
Gender option is not provided	0%	1%	0%	0%
Prefer not to answer	1%	2%	2%	2%
Office Leader: Race/ethnicity				
Number of respondents	*490*	*490*	*236*	*247*
Race/ethnicity: American Indian or Alaska Native	1%	0%	0%	0%
Race/ethnicity: Asian	5%	6%	3%	4%
Race/ethnicity: Black or African American	6%	4%	2%	2%
Race/ethnicity: Hispanic or Latino/a	4%	4%	5%	4%
Race/ethnicity: Middle Eastern or North African	1%	0%	1%	0%
Race/ethnicity: Native Hawaiian or Pacific Islander	0%	0%	0%	0%
Race/ethnicity: White	82%	87%	89%	86%
Race/ethnicity: Option not provided	0%	1%	0%	1%
Race/ethnicity: Prefer not to answer	3%	2%	3%	3%

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Office Leader: Time on Task				
Number of respondents	*459*		*227*	
Percentage of Time Spent: Brainstorming	6%		6%	
Percentage of Time Spent: Data collection and management	16%		17%	
Percentage of Time Spent: Conducting analyses/reporting	15%		16%	
Percentage of Time Spent: Institutional effectiveness activities	8%		8%	
Percentage of Time Spent: Assessment activities	6%		7%	
Percentage of Time Spent: Accreditation activities	8%		8%	
Percentage of Time Spent: Strategic planning activities	7%		7%	
Percentage of Time Spent: Improving stakeholder data literacy	4%		4%	
Percentage of Time Spent: Data governance/policy	4%		4%	
Percentage of Time Spent: Technology	4%		4%	
Percentage of Time Spent: Professional development	4%		4%	
Percentage of Time Spent: Administrative activities	15%		15%	
Percentage of Time Spent: Other	3%		15%	
Relationship with senior-leader cabinet: President/CEO cabinet				
Number of respondents	*476*	*517*	*233*	*253*
I am a member of the cabinet	15%	17%	14%	13%
I am not a member but attend as needed	35%	37%	30%	34%
I am not a member and do not attend	49%	44%	54%	51%
The cabinet does not exist	1%	2%	2%	2%
Relationship with senior-leader cabinet: Provost/CAO cabinet				
Number of respondents	*467*	*504*	*227*	*246*
I am a member of the cabinet	28%	28%	30%	24%
I am not a member but attend as needed	22%	23%	18%	25%
I am not a member and do not attend	25%	19%	26%	22%
The cabinet does not exist	24%	25%	26%	26%

	All Institutions		Common Institutions	
	2024	2021	2024	2021
What is the division does your office currently report to?				
Number of respondents	*519*	*520*	*244*	*254*
President/Chief Executive Officer/Chancellor (or equivalent)	21%	18%	20%	16%
Provost/Chief Academic Officer/VP of Academic Affairs (or equivalent)	55%	56%	58%	58%
IR / IE / Strategic Planning / Strategic Initiatives	7%	5%	5%	3%
Administration Services	1%	1%	0%	1%
Finance/Operations/Business	6%	5%	7%	5%
Communications and Marketing	0%	0%	0%	0%
Institutional Advancement / Development or similar office	1%	0%	1%	0%
Enrollment Management / Admissions	3%	3%	2%	3%
Human Resources	1%	0%	1%	0%
Information Technology (IT)	4%	4%	3%	5%
Student Life/Student Affairs	0%	0%	0%	0%
Other	1%	8%	2%	9%
Ideally, what division would your office report to?				
Number of respondents	*451*	*520*	*220*	*254*
President/Chief Executive Officer/Chancellor (or equivalent)	46%	40%	45%	41%
Provost/Chief Academic Officer/VP of Academic Affairs (or equivalent)	40%	37%	45%	39%
IR / IE / Strategic Planning / Strategic Initiatives	8%	13%	6%	11%
Administration Services	0%	1%	0%	1%
Finance/Operations/Business	2%	2%	2%	2%
Communications and Marketing	0%	0%	0%	0%
Institutional Advancement / Development or similar office	0%	0%	0%	0%
Enrollment Management / Admissions	1%	1%	0%	1%
Human Resources	0%	0%	0%	0%
Information Technology (IT)	2%	2%	1%	2%
Student Life/Student Affairs	0%	0%	0%	0%
Other	0%	3%	0%	3%

Section 2: Office Structure and Leadership

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Are you the institution's Chief Data Officer (or equivalent position)?				
Number of respondents	*511*	*520*	*242*	*254*
I am the Director of IR/IE and CDO	7%	31%	4%	26%
I am the Director of IR/IE and the de facto CDO	18%		19%	
No, but the institution has this position	11%	11%	10%	9%
No and the institution does not have this position	61%	57%	64%	64%
I am the CDO but not the Director of IR/IE (Supplemental Survey)	2%		2%	
I am the de facto CDO but not the Director of IR/IE (Supplemental Survey)	1%		2%	
CDO BRANCH: Prior to CDO Role, which roles did you serve in? NOTE: Multiple-response question; column will not add to 100%.				
Number of respondents	*42*		*11*	
Served as the Director of IR/IE at this institution	60%		55%	
Served as the Director of IR/IE at other institutions	48%		45%	
Worked in IT/technology at this institution	14%		9%	
Worked in IT/technology at other institutions	5%		9%	
Worked in IT/technology but not in higher education	0%		0%	
Worked in the field of data and analytics within higher education but outside of an Office of IR/IE	33%		18%	
Worked in the field of data and analytics but outside of higher education	14%		36%	
As CDO, I am expected to: Collaborate with stakeholders to ensure data-informed decision making.				
Number of respondents	*47*		*14*	
Strongly disagree	2%		0%	
Moderately disagree	0%		0%	
Neutral	4%		7%	
Moderately agree	6%		7%	
Strongly agree	87%		86%	

	All Institutions		Common Institutions	
	2024	2021	2024	2021
As CDO, I am expected to: Ensure the institution has the necessary resources to meet information demands.				
Number of respondents	*46*		*14*	
Strongly disagree	2%		0%	
Moderately disagree	0%		0%	
Neutral	4%		0%	
Moderately agree	33%		29%	
Strongly agree	61%		71%	
As CDO, I am expected to: Coordinate and manage an institution-wide data strategy.				
Number of respondents	*47*		*14*	
Strongly disagree	2%		0%	
Moderately disagree	2%		7%	
Neutral	6%		0%	
Moderately agree	17%		7%	
Strongly agree	72%		86%	
As CDO, I am expected to: Coordinate and manage institutional data governance.				
Number of respondents	*47*		*14*	
Strongly disagree	2%		0%	
Moderately disagree	9%		14%	
Neutral	2%		0%	
Moderately agree	26%		7%	
Strongly agree	62%		79%	
As CDO, I am expected to: Work to achieve institutional data integrity/quality.				
Number of respondents	*47*		*14*	
Strongly disagree	2%		0%	
Moderately disagree	0%		0%	
Neutral	0%		0%	
Moderately agree	15%		29%	
Strongly agree	83%		71%	

	All Institutions		Common Institutions	
	2024	2021	2024	2021
As CDO, I am expected to: Ensure data compliance standards are met.				
Number of respondents	*47*		*14*	
Strongly disagree	2%		0%	
Moderately disagree	4%		0%	
Neutral	9%		7%	
Moderately agree	19%		29%	
Strongly agree	66%		64%	
As CDO, I am expected to: Facilitate data sharing/use across the institution.				
Number of respondents	*47*		*14*	
Strongly disagree	2%		0%	
Moderately disagree	0%		0%	
Neutral	0%		0%	
Moderately agree	21%		7%	
Strongly agree	77%		93%	
DE FACTO-CDO BRANCH: Do you anticipate the institution will make this position/title official?				
Number of respondents	*73*		*36*	
Yes, within the next year	3%		6%	
Yes, within 1-3 years	11%		6%	
Yes, but more than 3 years from now	8%		11%	
No	78%		78%	
Prior to de facto CDO Role, which roles did you serve in? NOTE: Multiple-response question; column will not add to 100%.				
Number of respondents	*84*		*45*	
Served as the Director of IR/IE at this institution	80%		78%	
Served as the Director of IR/IE at other institutions	32%		27%	
Worked in IT/technology at this institution	13%		16%	
Worked in IT/technology at other institutions	13%		18%	
Worked in IT/technology but not in higher education	6%		4%	
Worked in the field of data and analytics within higher education but outside of an Office of IR/IE	23%		22%	
Worked in the field of data and analytics but outside of higher education	14%		13%	

	All Institutions		Common Institutions	
	2024	2021	2024	2021
As de facto CDO, I am expected to: Collaborate with stakeholders to ensure data-informed decision making.				
Number of respondents	*95*		*49*	
Strongly disagree	8%		8%	
Moderately disagree	1%		0%	
Neutral	2%		2%	
Moderately agree	23%		22%	
Strongly agree	65%		67%	
As de facto CDO, I am expected to: Ensure the institution has the necessary resources to meet information demands.				
Number of respondents	*95*		*49*	
Strongly disagree	9%		10%	
Moderately disagree	5%		6%	
Neutral	7%		8%	
Moderately agree	31%		35%	
Strongly agree	47%		41%	
As de facto CDO, I am expected to: Coordinate and manage an institution-wide data strategy.				
Number of respondents	*95*		*49*	
Strongly disagree	7%		6%	
Moderately disagree	6%		10%	
Neutral	11%		10%	
Moderately agree	40%		43%	
Strongly agree	36%		31%	
As de facto CDO, I am expected to: Coordinate and manage institutional data governance.				
Number of respondents	*95*		*49*	
Strongly disagree	4%		4%	
Moderately disagree	8%		10%	
Neutral	9%		12%	
Moderately agree	37%		35%	
Strongly agree	41%		39%	

	All Institutions		Common Institutions	
	2024	2021	2024	2021
As de facto CDO, I am expected to: Work to achieve institutional data integrity/quality.				
Number of respondents	*95*		*49*	
Strongly disagree	7%		8%	
Moderately disagree	2%		2%	
Neutral	3%		4%	
Moderately agree	18%		20%	
Strongly agree	69%		65%	
As de facto CDO, I am expected to: Ensure data compliance standards are met.				
Number of respondents	*94*		*48*	
Strongly disagree	7%		8%	
Moderately disagree	2%		4%	
Neutral	5%		6%	
Moderately agree	28%		27%	
Strongly agree	57%		54%	
As de facto CDO, I am expected to: Facilitate data sharing/use across the institution.				
Number of respondents	*95*		*49*	
Strongly disagree	8%		8%	
Moderately disagree	0%		0%	
Neutral	3%		6%	
Moderately agree	24%		27%	
Strongly agree	64%		59%	
BRANCH FOR INSTITUTIONS WITHOUT A CDO: You indicated your institution does not have a CDO. Does your institution have plans to create this role?				
Number of respondents	*311*		*155*	
Yes, within the next year	3%		4%	
Yes, within the next 2-3 years	3%		2%	
Yes, within the next 4-5 years	1%		1%	
No	48%		50%	
I don't know	45%		44%	

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Level of Agreement: At our current staffing level, the Office can achieve its goals by never/rarely asking staff to work overtime.				
Number of respondents	*514*		*240*	
Strongly disagree	19%		17%	
Moderately disagree	27%		34%	
Neutral	10%		8%	
Moderately agree	29%		25%	
Strongly agree	15%		15%	
Level of Agreement: With additional staff, our Office could better meet institutional expectations for data and information.				
Number of respondents	*510*		*239*	
Strongly disagree	3%		3%	
Moderately disagree	2%		2%	
Neutral	9%		9%	
Moderately agree	33%		32%	
Strongly agree	52%		53%	
Level of Agreement: Our Office can recruit talented staff.				
Number of respondents	*503*	*520*	*236*	*253*
Strongly disagree	5%	6%	3%	6%
Moderately disagree	14%	12%	17%	10%
Neutral	26%	31%	30%	32%
Moderately agree	31%	32%	31%	34%
Strongly agree	24%	19%	20%	19%
Level of Agreement: Our Office can retain talented staff.				
Number of respondents	*501*	*520*	*236*	*253*
Strongly disagree	4%	3%	3%	2%
Moderately disagree	10%	8%	9%	5%
Neutral	24%	26%	29%	27%
Moderately agree	34%	36%	36%	37%
Strongly agree	27%	28%	23%	29%

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Level of Agreement: Our Office can recruit a diverse staff.				
Number of respondents	*499*	*520*	*235*	*253*
Strongly disagree	5%	4%	3%	4%
Moderately disagree	13%	15%	15%	17%
Neutral	32%	37%	40%	38%
Moderately agree	26%	27%	25%	26%
Strongly agree	24%	17%	17%	15%
Level of Agreement: Our Office can retain a diverse staff.				
Number of respondents	*498*	*520*	*235*	*253*
Strongly disagree	4%	2%	3%	2%
Moderately disagree	10%	11%	12%	8%
Neutral	37%	44%	45%	48%
Moderately agree	25%	26%	24%	26%
Strongly agree	23%	18%	16%	17%
Level of Agreement: Our Office's hiring practices align with institutional expectations.				
Number of respondents	*500*	*520*	*235*	*253*
Strongly disagree	2%	2%	0%	2%
Moderately disagree	3%	3%	3%	2%
Neutral	21%	22%	24%	22%
Moderately agree	24%	26%	24%	26%
Strongly agree	51%	48%	49%	49%
To meet current demand, what is your ideal staff FTE?				
Number of respondents	*490*	*520*	*237*	*253*
Average staff FTE	5.48	4.75	4.84	4.97
What would your ideal staffing level be in three years (FTE), considering anticipated future demand?				
Number of respondents	*481*		*234*	
Average staff FTE	5.98		5.37	

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Which best describes your Office remote staff policy?				
Number of respondents	*524*	*520*	*246*	*254*
Some/all staff can be fully remote	25%	17%	23%	15%
Some/all staff can work remotely part time, but required to be in the office one+ day/week.	38%	64%	38%	67%
All staff are required to work in-person; remote work permitted through special approval.	28%	14%	29%	11%
Other	9%	6%	10%	7%
Level of Agreement: Senior Leaders value the work of the Office.				
Number of respondents	*513*	*520*	*241*	*253*
Strongly disagree	1%	4%	0%	4%
Moderately disagree	5%	13%	4%	13%
Neutral	4%	16%	2%	18%
Moderately agree	30%	35%	35%	34%
Strongly agree	60%	32%	59%	32%
Level of Agreement: Office is adequately funded to meet its operational needs.				
Number of respondents	*513*		*242*	
Strongly disagree	9%		8%	
Moderately disagree	21%		23%	
Neutral	13%		9%	
Moderately agree	39%		42%	
Strongly agree	19%		18%	
Level of Agreement: Our Office space is appropriate (NOTE: if your office is fully remote, please select "N/A").				
Number of respondents	*462*	*520*	*225*	*253*
Strongly disagree	4%	3%	4%	3%
Moderately disagree	9%	12%	9%	13%
Neutral	11%	13%	11%	13%
Moderately agree	32%	27%	32%	26%
Strongly agree	44%	46%	45%	45%

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Level of Agreement: Our Office's software/hardware is appropriate.				
Number of respondents	*514*	*520*	*242*	*253*
Strongly disagree	3%	4%	3%	3%
Moderately disagree	10%	14%	10%	14%
Neutral	10%	12%	8%	14%
Moderately agree	46%	42%	46%	41%
Strongly agree	31%	28%	33%	28%

Level of Agreement: Our Office's professional development/training opportunities are appropriate.				
Number of respondents	*513*	*520*	*241*	*253*
Strongly disagree	6%	4%	5%	4%
Moderately disagree	14%	11%	15%	11%
Neutral	14%	14%	12%	11%
Moderately agree	38%	41%	40%	39%
Strongly agree	28%	30%	28%	34%

What professional development content does your staff participate in? NOTE: Multiple-response question; column will not add to 100%.				
Number of respondents	*497*		*235*	
Data management	41%		39%	
Basic analytics	36%		32%	
Advanced analytics	34%		34%	
Software tools	68%		65%	
Data literacy	31%		28%	
Data governance	40%		38%	
Data visualizations / communicating results	64%		61%	
Leadership/management	36%		36%	
Technology-related content	39%		39%	
Generative artificial intelligence/AI	39%		39%	
Office does not provide professional development	6%		7%	

	All Institutions		Common Institutions	
	2024	2021	2024	2021
What professional development activities does your staff participate in? NOTE: Multiple-response question; column will not add to 100%.				
Number of respondents	*509*		*241*	
Attended the AIR Forum (annual conference)	38%		38%	
Attended a state or regional IR/IE/Assessment/Planning conference	65%		63%	
Attended a non-IR/IE/Assessment/Planning conference	39%		38%	
Attended live webinars/watched recorded webinars	89%		90%	
Watched recorded tutorials	65%		63%	
Enrolled in online courses	47%		44%	
Enrolled in vendor training	37%		38%	
Read journals/papers	60%		61%	
Office does not provide professional development	1%		1%	
Level of Agreement: Contributes directly or indirectly to overall student success.				
Number of respondents	*518*	*518*	*244*	*251*
Strongly disagree	1%	1%	0%	0%
Moderately disagree	2%	1%	1%	1%
Neutral	6%	8%	7%	8%
Moderately agree	39%	44%	45%	46%
Strongly agree	52%	46%	47%	44%
Level of Agreement: Contributes directly or indirectly to equitable student success.				
Number of respondents	*515*	*507*	*244*	*246*
Strongly disagree	1%	1%	0%	0%
Moderately disagree	2%	2%	2%	2%
Neutral	11%	15%	11%	17%
Moderately agree	44%	46%	48%	48%
Strongly agree	41%	36%	38%	34%

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Level of Agreement: Collaborates with colleagues across the institution in support of student success.				
Number of respondents	*516*	*520*	*243*	*253*
Strongly disagree	1%	0%	0%	0%
Moderately disagree	1%	1%	0%	0%
Neutral	3%	3%	2%	3%
Moderately agree	30%	21%	33%	24%
Strongly agree	65%	75%	64%	73%
Level of Agreement: Provides educational opportunities or coaching to enhance the data literacy of institutional stakeholders.				
Number of respondents	*516*	*520*	*244*	*253*
Strongly disagree	4%	7%	4%	6%
Moderately disagree	16%	19%	15%	21%
Neutral	21%	25%	21%	26%
Moderately agree	35%	35%	38%	36%
Strongly agree	24%	13%	22%	10%
Staff headcount				
Number of respondents	*501*		*243*	
Average staff headcount	3.9		3.7	
Office Staff: Gender Identity				
Number of respondents	*359*	*489*	*243*	*248*
Headcount of staff by Gender Identity: Women	2.5	2.2	2.4	2.5
Headcount of staff by Gender Identity: Men	2.1	1.4	2.1	1.5
Headcount of staff by Gender Identity: Another gender	1.0	0.0	1.0	0.0
Headcount of staff by Gender Identity: Identity is unknown or they have chosen not to disclose their iden	1.1	0.1	1.1	0.1

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Office Staff: Race/ethnicity				
Number of respondents	*343*	*490*	*243*	*247*
Headcount of staff by Race/ethnicity: American Indian or Alaska Native	1.86	0.02	1.00	0.02
Headcount of staff by Race/ethnicity: Asian	1.63	0.37	1.60	0.39
Headcount of staff by Race/ethnicity: Black or African American	1.47	0.25	1.26	0.17
Headcount of staff by Race/ethnicity: Hispanic or Latino/a	1.57	0.24	1.75	0.30
Headcount of staff by Race/ethnicity: Middle Eastern or North African	1.12	0.00	1.14	0.00
Headcount of staff by Race/ethnicity: Native Hawaiian or Pacific Islander	1.00	0.00	0.00	0.00
Headcount of staff by Race/ethnicity: White	2.69	2.42	2.69	2.49
Headcount of staff by Race/ethnicity: Bi/Multiracial	1.56	0.05	1.21	0.06
Headcount of staff by Race/ethnicity: Race/ethnicity does not have an option provided	2.75	0.06	3.33	0.08
Headcount of staff by Race/ethnicity: Race/ethnicity is unknown or who have not disclosed	1.17	0.21	1.18	0.25
Office Staff: Highest Degree Attained				
Number of respondents	*233*		*106*	
Headcount of staff by Highest Degree Earned: Baccalaureate degree or lower	1.66		1.65	
Headcount of staff by Highest Degree Earned: Master's degree/Specialist	2.26		2.41	
Headcount of staff by Highest Degree Earned: Doctoral degree, including prof practice doc	1.65		1.67	
Headcount of staff by Highest Degree Earned: Highest degree is unknown	1.19		1.16	
Does your Office employ a Senior Associate Director, Associate Director, and/or an Assistant Director?				
Number of respondents	*388*		*180*	
Yes	44%		48%	
No	56%		52%	
Senior Associate Director				
Number of respondents	*48*		*26*	
Staff FTE	1.49		1.68	
Average Hours Worked/Week	41.56		41.50	
Annual Salary/Wage	$ 104,979		$ 108,421	
% Respondents Agree: Salary/wage aligned with experience, education, work effort	82%			

Section 3. Staffing the Office

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Associate Director				
Number of respondents	*74*		*35*	
Staff FTE	1.42		1.25	
Average Hours Worked/Week	41.28		40.26	
Annual Salary/Wage	$ 94,388		$ 91,806	
% Respondents Agree: Salary/wage aligned with experience, education, work effort	79%		79%	
Assistant Director				
Number of respondents	*74*		*41*	
Staff FTE	1.21		1.22	
Average Hours Worked/Week	39.79		39.24	
Annual Salary/Wage	$ 83,118		$ 86,323	
% Respondents Agree: Salary/wage aligned with experience, education, work effort	76%		73%	
Does your Office employ Junior and/or Senior Analysts?				
Number of respondents	*387*		*180*	
Yes	79%		79%	
No	21%		21%	
Staff FTE: Senior Analysts				
Number of respondents	*219*	*155*	*104*	*79*
Staff FTE	2.02	1.42	1.77	1.40
Average Hours Worked/Week	40.05	39.12	39.39	38.92
Annual Salary/Wage	$ 79,341	$ 72,070	$ 77,373	$ 70,970
% Respondents Agree: Salary/wage aligned with experience, education, work effort	74%		70%	

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Staff FTE: Junior Analysts				
Number of respondents	*198*	*277*	*93*	*137*
Staff FTE	1.74	1.97	1.78	1.98
Average Hours Worked/Week	38.54	38.52	37.43	38.37
Annual Salary/Wage	$ 63,348	$ 59,851	$ 63,101	$ 62,947
% Respondents Agree: Salary/wage aligned with experience, education, work effort	84%		83%	
Does your Office employ Junior and/or Senior Assessment Staff?				
Number of respondents	*385*		*178*	
Yes	17%		16%	
No	83%		84%	
Staff FTE: Senior Assessment Staff				
Number of respondents	*34*		*13*	
Staff FTE	1.27		1.03	
Average Hours Worked/Week	39.11		38.23	
Annual Salary/Wage	$ 77,583		$ 66,948	
% Respondents Agree: Salary/wage aligned with experience, education, work effort	79%		62%	
Staff FTE: Junior Assessment Staff				
Number of respondents	*30*		*16*	
Staff FTE	1.16		1.04	
Average Hours Worked/Week	36.08		36.38	
Annual Salary/Wage	$ 55,605		$ 56,900	
% Respondents Agree: Salary/wage aligned with experience, education, work effort	77%		69%	
Does your Office employ or share Technical Staff?				
Number of respondents	*383*		*178*	
Yes	26%		21%	
No	74%		79%	

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Staff FTE: Technical Staff				
Number of respondents	*24*	*7*	*24*	*36*
Staff FTE	0.96	1.07	1.17	2.10
Average Hours Worked/Week	33.60	37.86	35.93	40.42
Annual Salary/Wage	$ 59,546	$ 68,750	$ 80,471	$ 83,955
% Respondents Agree: Salary/wage aligned with experience, education, work effort	76%	60%	81%	78%
Does your Office employ or share Administrative Support Staff?				
Number of respondents	*142*	*66*	*83*	*90*
Yes	23%	20%	25%	46%
No	77%	80%	75%	54%
Staff FTE: Administrative Support Staff				
Number of respondents	*32*	*13*	*21*	*39*
Staff FTE	0.90	0.76	0.73	0.96
Average Hours Worked/Week	28.00	34.18	29.42	37.64
Annual Salary/Wage	$ 44,814	$ 57,250	$ 55,455	$ 53,524
% Respondents Agree: Salary/wage aligned with experience, education, work effort	85%	90%	88%	89%
Does your Office employ Undergraduate and/or Graduate Student Staff?				
Number of respondents	*142*	*66*	*83*	*90*
Yes	23%	15%	27%	48%
No	77%	85%	73%	52%
Staff FTE: Graduate Student Staff				
Number of respondents	*8*	*5*	*13*	*30*
Staff FTE	0.68	0.64	0.51	0.92
Average Hours Worked/Week	11.13	20.75	17.59	19.44
Annual Salary/Wage	$ 11,654	$ 15,000	$ 8,313	$ 21,566
% Respondents Agree: Salary/wage aligned with experience, education, work effort	67%	75%	85%	90%

Section 3. Staffing the Office

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Staff FTE: Undergraduate Student Staff				
Number of respondents	*22*	*6*	*10*	*19*
Staff FTE	0.66	1.06	1.14	0.54
Average Hours Worked/Week	12.25	11.33	16.00	14.32
Annual Salary/Wage	$ 5,463	$ -	$ 7,333	$ 11,528
% Respondents Agree: Salary/wage aligned with experience, education, work effort	65%	80%	89%	89%
Does your Office typically have faculty associates?				
Number of respondents	*249*	*79*	*89*	*93*
Yes	6%	4%	2%	3%
No	94%	96%	98%	97%
Faculty Associates				
Number of respondents	*14*	*3*	*2*	*3*
Headcount of Faculty Associates	1.57			
Average hours contributed to Office per week	8.08			
Distribution of Office Work Output				
Number of respondents	*228*	*77*	*77*	*85*
Compliance reporting	22%	21%	20%	19%
Non-compliance reporting	11%	13%	13%	15%
Providing reports/information for institution-level decision support	15%	16%	16%	18%
Providing reports/information for program/division-level decision support	11%	13%	12%	12%
Institutional data governance	3%	3%	3%	4%
Improving institutional data literacy	2%	3%	3%	3%
Business intelligence (BI) activities	4%	5%	8%	8%
Institutional effectiveness activities	7%	6%	7%	5%
Assessment activities	8%	7%	5%	4%
Accreditation activities	9%	7%	6%	5%
Strategic planning activities	6%	5%	6%	5%
Other work output produced	2%	1%	0%	2%

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Percentage of Institution's Work Output Completed by Office: Compliance reporting				
Number of respondents	*457*	*520*	*226*	*253*
Little to none	3%	3%	3%	3%
About 25%	13%	9%	12%	9%
About 50%	18%	8%	18%	8%
About 75%	25%	28%	25%	28%
Most/all	40%	53%	41%	53%
Work does not exist	0%	0%	0%	0%
Percentage of Institution's Work Output Completed by Office: Non-compliance reporting				
Number of respondents	*450*	*520*	*222*	*253*
Little to none	5%	3%	4%	2%
About 25%	17%	6%	17%	6%
About 50%	19%	7%	20%	6%
About 75%	28%	14%	29%	13%
Most/all	31%	70%	29%	71%
Work does not exist	0%	0%	1%	1%
Percentage of Institution's Work Output Completed by Office: Providing reports/information for institution-level decision support				
Number of respondents	*452*	*520*	*223*	*253*
Little to none	2%	0%	1%	
About 25%	16%	8%	16%	9%
About 50%	23%	20%	27%	20%
About 75%	29%	41%	29%	45%
Most/all	30%	31%	27%	26%
Work does not exist	0%	0%	0%	0%

Section 4. Office Work Output and Stakeholders

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Percentage of Institution's Work Output Completed by Office: Providing reports/information for program/division-level decision support				
Number of respondents	*450*		*222*	
Little to none	6%		5%	
About 25%	20%		20%	
About 50%	27%		26%	
About 75%	22%		24%	
Most/all	24%		23%	
Work does not exist	0%		0%	
Percentage of Institution's Work Output Completed by Office: Institutional data governance				
Number of respondents	*447*		*221*	
Little to none	32%		33%	
About 25%	17%		14%	
About 50%	17%		17%	
About 75%	9%		8%	
Most/all	13%		14%	
Work does not exist	12%		14%	
Percentage of Institution's Work Output Completed by Office: Improving institutional data literacy				
Number of respondents	*447*		*221*	
Little to none	29%		29%	
About 25%	16%		14%	
About 50%	12%		13%	
About 75%	12%		13%	
Most/all	20%		19%	
Work does not exist	11%		11%	

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Percentage of Institution's Work Output Completed by Office: Business intelligence (BI) activities				
Number of respondents	*449*	*520*	*222*	*253*
Little to none	30%	22%	30%	21%
About 25%	19%	19%	22%	19%
About 50%	14%	17%	14%	20%
About 75%	12%	13%	9%	13%
Most/all	15%	24%	16%	21%
Work does not exist	9%	0%	9%	0%
Percentage of Institution's Work Output Completed by Office: Institutional effectiveness activities				
Number of respondents	*449*	*520*	*222*	*253*
Little to none	20%	12%	19%	16%
About 25%	22%	21%	21%	21%
About 50%	16%	23%	18%	23%
About 75%	13%	18%	14%	19%
Most/all	26%	25%	26%	20%
Work does not exist	2%	0%	2%	0%
Percentage of Institution's Work Output Completed by Office: Assessment activities				
Number of respondents	*447*	*520*	*222*	*253*
Little to none	30%	25%	29%	29%
About 25%	25%	33%	26%	33%
About 50%	14%	16%	14%	13%
About 75%	13%	13%	14%	15%
Most/all	16%	13%	16%	10%
Work does not exist	1%	0%	1%	0%

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Percentage of Institution's Work Output Completed by Office: Accreditation activities				
Number of respondents	*453*	*520*	*223*	*253*
Little to none	20%	11%	17%	11%
About 25%	29%	40%	30%	45%
About 50%	17%	18%	18%	17%
About 75%	11%	15%	11%	15%
Most/all	23%	15%	22%	12%
Work does not exist	0%	0%	1%	0%

Percentage of Institution's Work Output Completed by Office: Strategic planning activities				
Number of respondents	*450*	*520*	*222*	*253*
Little to none	27%	24%	23%	24%
About 25%	36%	42%	39%	48%
About 50%	13%	15%	16%	15%
About 75%	11%	11%	11%	9%
Most/all	12%	8%	9%	4%
Work does not exist	2%	0%	2%	0%

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Level of Office Maturity: Conducting basic analytics				
Number of respondents	*474*	*512*	*230*	*250*
Not occurring	1%	0%	0%	0%
Reactive	12%	9%	13%	10%
Proactive	44%	50%	44%	48%
Optimized	43%	40%	43%	41%
Level of Office Maturity: Conducting advanced analytics				
Number of respondents	*471*	*507*	*228*	*246*
Not occurring	13%	23%	12%	24%
Reactive	44%	42%	46%	43%
Proactive	33%	30%	33%	26%
Optimized	10%	5%	9%	7%
Level of Office Maturity: Conducting assessment projects.				
Number of respondents	*461*		*223*	
Not occurring	14%		16%	
Reactive	30%		30%	
Proactive	42%		41%	
Optimized	15%		14%	
Level of Office Maturity: Using data ethically and responsibly				
Number of respondents	*466*	*501*	*229*	*241*
Not occurring	1%	3%	1%	2%
Reactive	6%	9%	7%	10%
Proactive	52%	41%	53%	44%
Optimized	41%	48%	39%	44%

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Level of Office Maturity: Managing data				
Number of respondents	*467*	*514*	*227*	*252*
Not occurring	1%	2%	0%	2%
Reactive	19%	21%	18%	21%
Proactive	56%	55%	59%	53%
Optimized	25%	22%	23%	23%
Level of Office Maturity: Creating effective data visualizations				
Number of respondents	*471*	*513*	*228*	*251*
Not occurring	5%	6%	7%	6%
Reactive	27%	28%	29%	28%
Proactive	49%	52%	45%	54%
Optimized	20%	14%	19%	12%
Level of Office Maturity: Creating effective reports/communicating results				
Number of respondents	*471*	*515*	*228*	*252*
Not occurring	1%	2%	1%	2%
Reactive	20%	24%	18%	25%
Proactive	56%	59%	61%	60%
Optimized	23%	16%	20%	13%
Level of Office Maturity: Meeting stakeholders' needs for reports/information				
Number of respondents	*470*		*227*	
Not occurring	0%		0%	
Reactive	26%		26%	
Proactive	52%		55%	
Optimized	21%		18%	

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Level of Office Maturity: Managing its projects/information requests				
Number of respondents	*468*	*515*	*226*	*252*
Not occurring	1%	1%	0%	0%
Reactive	25%	25%	25%	24%
Proactive	49%	47%	52%	44%
Optimized	25%	28%	22%	31%
Level of Office Maturity: Managing its technology				
Number of respondents	*456*	*492*	*219*	*238*
Not occurring	4%	6%	3%	5%
Reactive	31%	32%	32%	31%
Proactive	50%	47%	50%	50%
Optimized	14%	15%	16%	15%
Level of Office Maturity: Use of generative AI				
Number of respondents	*456*		*220*	
Not occurring	52%		51%	
Reactive	34%		36%	
Proactive	13%		13%	
Optimized	1%		0%	
Level of Institutional Maturity: Institution uses reports/information to improve student outcomes				
Number of respondents	*466*	*494*	*226*	*243*
Not occurring	2%	1%	1%	0%
Reactive	24%	44%	24%	43%
Proactive	57%	52%	62%	52%
Optimized	17%	4%	13%	4%

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Level of Institutional Maturity: Employees know when reports/information should be used for decision making				
Number of respondents	*457*		*222*	
Not occurring	3%		3%	
Reactive	48%		46%	
Proactive	42%		44%	
Optimized	7%		7%	
Level of Institutional Maturity: Institution effectively changes and progresses as an organization				
Number of respondents	*447*	*474*	*220*	*228*
Not occurring	6%	7%	8%	5%
Reactive	55%	59%	58%	60%
Proactive	34%	32%	30%	32%
Optimized	5%	3%	5%	3%
Level of Institutional Maturity: Senior leaders value transparency regarding reports/information				
Number of respondents	*459*		*223*	
Not occurring	5%		5%	
Reactive	31%		29%	
Proactive	45%		49%	
Optimized	19%		17%	
Level of Institutional Maturity: Institution's culture is to use reports/information to inform decisions.				
Number of respondents	*461*	*478*	*224*	*237*
Not occurring	3%	4%	1%	5%
Reactive	36%	44%	35%	44%
Proactive	49%	47%	51%	45%
Optimized	12%	5%	13%	5%

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Level of Institutional Maturity: Employees' use of generative AI.				
Number of respondents	*379*		*184*	
Not occurring	43%		36%	
Reactive	46%		53%	
Proactive	10%		11%	
Optimized	1%		0%	
Level of Institutional Maturity: Institutional data is kept private.				
Number of respondents	*450*	*497*	*218*	*246*
Not occurring	1%	0%	0%	
Reactive	8%	16%	11%	17%
Proactive	54%	61%	54%	60%
Optimized	37%	22%	35%	23%
Level of Institutional Maturity: Institutional data are kept secure.				
Number of respondents	*455*	*495*	*218*	*245*
Not occurring	1%	1%	0%	
Reactive	4%	14%	6%	13%
Proactive	51%	59%	52%	60%
Optimized	44%	26%	42%	27%
Level of Institutional Maturity: Institutional data is well managed.				
Number of respondents	*450*	*493*	*216*	*242*
Not occurring	2%	3%	2%	2%
Reactive	25%	40%	25%	41%
Proactive	50%	51%	52%	48%
Optimized	23%	6%	21%	8%

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Level of Institutional Maturity: Institution collects high-quality data.				
Number of respondents	*455*	*499*	*220*	*247*
Not occurring	1%	4%	2%	4%
Reactive	32%	39%	36%	40%
Proactive	53%	45%	51%	43%
Optimized	14%	11%	11%	13%
Level of Institutional Maturity: Employees follow procedures to ensure data is collected correctly				
Number of respondents	*447*		*215*	
Not occurring	5%		5%	
Reactive	40%		45%	
Proactive	44%		41%	
Optimized	11%		9%	
Level of Institutional Maturity: IR/IE Office has access to data necessary to produce its work.				
Number of respondents	*459*	*504*	*220*	*248*
Not occurring	2%	2%	1%	0%
Reactive	20%	52%	22%	55%
Proactive	51%	38%	51%	35%
Optimized	28%	8%	26%	9%
Level of Institutional Maturity: Institution meets stakeholders' needs for reports/information for decision making.				
Number of respondents	*455*		*221*	
Not occurring	1%		1%	
Reactive	30%		35%	
Proactive	55%		52%	
Optimized	14%		12%	

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Level of Institutional Maturity: Institution produces high-quality reports/information appropriate for use by all levels and roles of its employees.				
Number of respondents	*454*	*479*	*219*	*234*
Not occurring	1%	3%	1%	2%
Reactive	33%	52%	37%	53%
Proactive	51%	39%	51%	37%
Optimized	15%	6%	11%	8%
Level of Institutional Maturity: Employees understand institutional reports/information.				
Number of respondents	*450*	*492*	*218*	*243*
Not occurring	1%	8%	1%	7%
Reactive	50%	56%	50%	60%
Proactive	43%	33%	44%	30%
Optimized	6%	2%	5%	3%
Level of Institutional Maturity: Employees use reports/information to inform their decisions.				
Number of respondents	*446*		*216*	
Not occurring	2%		3%	
Reactive	43%		39%	
Proactive	49%		54%	
Optimized	6%		4%	
Level of Institutional Maturity: Employees use reports/information ethically and responsibly.				
Number of respondents	*419*	*480*	*208*	*232*
Not occurring	1%	4%	1%	4%
Reactive	27%	31%	24%	34%
Proactive	60%	50%	66%	44%
Optimized	13%	15%	9%	17%

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Level of Institutional Maturity: Institution has an ongoing systematic process for institutional effectiveness and assessment.				
Number of respondents	*440*		*213*	
Not occurring	5%		4%	
Reactive	30%		31%	
Proactive	51%		54%	
Optimized	15%		11%	
Level of Institutional Maturity: Institution fosters a culture of using assessment results to improve administrative and support units/areas outcomes.				
Number of respondents	*439*		*211*	
Not occurring	6%		8%	
Reactive	37%		37%	
Proactive	46%		48%	
Optimized	10%		7%	
Level of Institutional Maturity: Institution fosters a culture of using assessment results to improve student learning outcomes.				
Number of respondents	*437*		*212*	
Not occurring	4%		4%	
Reactive	33%		30%	
Proactive	53%		58%	
Optimized	10%		8%	
Level of Institutional Maturity: Employees are familiar with the purpose, process, and outcomes of institutional accreditation.				
Number of respondents	*440*		*211*	
Not occurring	3%		3%	
Reactive	33%		30%	
Proactive	53%		57%	
Optimized	11%		10%	

	All Institutions		Common Institutions	
	2024	2021	2024	2021
Level of Institutional Maturity: Institution has an ongoing systematic process for strategic planning.				
Number of respondents	*438*		*209*	
Not occurring	3%		3%	
Reactive	30%		30%	
Proactive	55%		58%	
Optimized	12%		9%	